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ABSTRACT

A listing of sources through which 650 applicants first learned of Harcum Junior College is given in descending order, with the percentages given for 1974, 1972, and 1970 applicants. Twenty-two sources are listed. The two sources "High School Counselors" and "Friends and Relatives" introduced Harcum to better than half of the incoming freshmen classes for the three years studied. (DB)

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(VII)

HARCUM JUNIOR COLLEGE
BRYN MAWR, PENNA. 19010

Harcum Boosters, All!

1. From what sources do Harcum freshmen-applicants first hear of the College? Who are these real Harcum Boosters? A records analysis recently completed reveals the following pertinent facts. Each individual (and you know who you are), who has actively been a Harcum Ambassador and recruited one or more students, have demonstrated wise and enlightened College— and — self interest! To those who have not — do join us; help insure a 'healthy' future for the Harcum community — its faculty, staff, and service personnel!

2. Among a total of some 650 applicants for September 1974 enrollment, they indicated the following descending order listing of sources through which they first learned of Harcum. The numbers in parentheses reflect the percentages for similar analyses of 1972 and 1970 applicants —(in that order)

1st - High School Counselors = 39% (42% - 38%)

Once again, it is very clearly evident that the most influential sources of introductions-to-Harcum are the professional guidance personnel in high schools. Consistently, over the past five academic years, they alone have guided between 38 and 42% of freshmen applicants to the College.

Supplementing the direct Admissions Office recruitment effort, each member of the Harcum community can improve, refine, and enhance the link of Harcum/high school articulation. Each time a Harcum student reports back a 'positive' Harcum experience to her former high school guidance counselor, this becomes one more 'plus' for the College. And each time a Harcum staff or faculty member directly contacts and/or assists a high school counselor through information or service exchange, this is a very practical and direct way to strengthen the College!

2nd - Friends and Relatives = 16% (26% - 26%)

Here again, consistency is evident in that this has been the second 'major' source throughout the five year period 1970-74.

3rd - Veterinary doctors & American Veterinary Medicine Association

With 7% identifying these sources for the new Harcum program of Animal Technician, it replaces Harcum alumnae who were the 3rd largest source in 1972 & 1970.

JC 740 285

4th - Magazine ads = 6% (4% - 3%)

This source 'moved up' from 9th ranking in 1972 & 1970 when it represented only the lesser percentages indicated above.

5th - Junior College Directories = 5% (6% - 9%)

This source continues in the same rank-order position for the three years analyzed.

6th - Harcum Admissions Reps. = 4% (3% - 1%)

This source sharply 'improved' its relative ranking, advancing from 11th ranking positions in 1972 and 1970.

7th - Harcum Alumnae = 3% (9% - 8%)

As a referral source, alumnae 'slipped' from 3rd ranking position in prior years to less than half of their prior 'contributions' as a referral source.

8th - Parents = 3%

Parents, as a category separate from 'relatives' reflects 22 applicants listing them as the source from which they first heard of Harcum.

9th - Harcum Students = 3% (6% - 7%)

For 1974 referrals, Harcum students 'fell' from 4th ranked positions in 1972 and 1970, with 21 applicants listing them as a first referral source.

10th - Live in area = 2% (5% - 3%)

Here too, for 1974, the local applicants dropped from 6th ranked positions in both 1972 and 1970. These percentages 'translate' into 16 applicants for 1974; 22 for 1972; and 16 for 1970.

11th - Private Educational Consultants = 2% (3% - 2%)

In the two prior years this source ranked 10th.

12th - Other College/University Staff & Faculty = 2%

Because of Harcum's somewhat unique Animal Technician programs, some 13 applicants advised they first heard of Harcum through this source!

13th - Harcum Viewbook = 2%

One dozen applicants cited this publication as their first introduction to Harcum.

14th - Harcum Staff and Faculty = 2%

Eleven applicants listed members of the Harcum community as their first source of knowledge of the College.

15th - Newspaper Ads = 2%

Ten named this source.

16th - Harcum Job Bulletin = 1%

Nine cite the new job opportunities bulletin which now accompany the monthly newsletter to high schools.

17th - High School Teachers = 1%

Eight identify this source.

18th - Word of mouth = 1%

Seven wrote in this catch-all phrase.

19th - College Day at Harcum = 1%

The "direct return" of the Open House sponsored by the Admissions Office during academic 1973-74 was 6 applicants who were all accepted for September 1974 enrollment! Obviously there was also long-range value in this new recruitment-community relations activity.

20th - Dr. Henry Klein's newspaper column = 1%

Five accepted applicants cite this specific source of Harcum-information.

21st - The College Entrance Examination Board-Student Search Program = 1%

Four applicants first learned of Harcum through this national program.

22nd - Harcum Graduates' Employers = less than 1%

Three applicants were referred to the College by satisfied employers of former Harcum students.

3. A significant fact to be noted is the very consistent, and stable distribution pattern for the three years analyzed. It suggests that helping high school counselors in their student guidance activities means helping Harcum! It means that actively contributing to Harcum's on-going record of educational achievement helps to generate positive attitudes among Harcum-applicant 'influencers'; e. g. their "Friends and Relatives".

4. Over the period, 1970-1974, these two 'constituencies' highly significant to the successful recruitment of Harcum students, have "introduced" Harcum to better than half of the three incoming freshmen classes: 1974=55%; 1972=68%; 1970= 64%.

5. It therefore does seem entirely reasonable to once again call to the attention of each member of the Harcum community reading this report, that now is the very best time to join the Harcum Booster club —— do actively recruit freshmen for September 1975 enrollment!

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CLEARINGHOUSE FOR
JUNIOR COLLEGE
INFORMATION